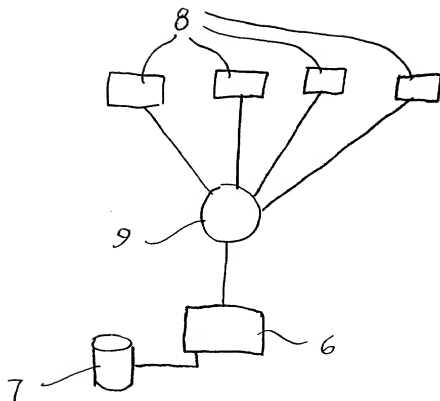
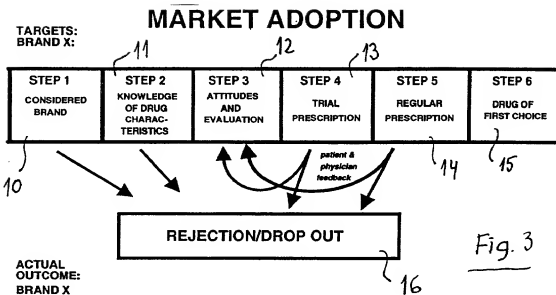


Fig. 1



Fig. 2





Adoption of the Main Agents in the UK GPs Depression Market,
May 2000

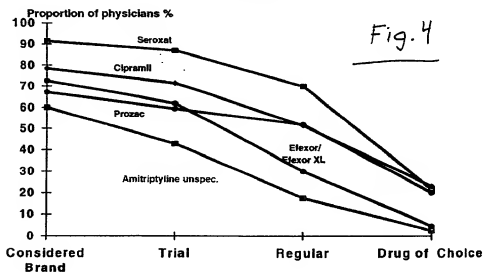


Fig. 5

Summary of Radar Marketing Productivity[®] for Main Agents on the UK GPs
Depression Market, Spring 1999

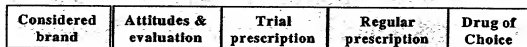
	Radar Detailing Rate [®]	Radar Adoption Rate [™]			Dynamic Capture Rate [®]			Mean no. of pats/ month and physician		
		Detailed	Not Detailed	Impact on Detailing	Detailed	Not Detailed	Impact on Detailing	Detailed	Not Detailed	Targeting
Cipramil	47.5%	59.7	27.9	31.8	33.7	9.1	24.6	49.5	45.0	4.5
Edronax	33.0%	27.7	4.3	23.4	3.6	0.3	3.3	45.7	47.8	-2.1
Eflexor / XL	52.5%	51.0	31.3	19.7	6.9	4.6	2.3	47.3	48.9	0.4
Lustral	39.5%	46.5	30.2	16.3	4.6	4.1	0.5	46.1	47.8	-1.7
Prozac	52.0%	85.1	66.9	18.2	42.2	24.5	17.7	46.8	47.4	-0.6
Seroxat	54.0%	74.1	59.8	14.3	19.1	15.1	4.0	51.5	42.0	9.5
Zisipin	24.5%	38.8	5.6	33.2	12.7	1.6	11.1	49.1	46.5	2.6

Fig. 6



Radar Dynamics® - The Approach

Marketing input - Radar Detailing Rate TM



Market adoption - Radar Adoption Rate TM

Market performance -
Dynamic Capture Rate [®]
Rationales for brand choice

Impact of detailing -
Radar Marketing
Productivity TM

